

Note for Schwartz, Andrew

*** URGENT ***

From: Schwartz, Andrew
Date: Mon, Oct 4, 1993 3:18 PM
Subject: RE: POS Audit
To: Whalen, Roy

Current plan for pre-test during week of Oct 17th, base wave during week of Oct 24th and post wave mid-Dec.

Field Sales Force ability to "get an early start" likely reflects access to all the old materials in depots they are responsible for liquidating. New materials and non-workload pos kits should be available for retail placement end of October.

If they are starting "now" suggest we focus our efforts on the more important issue: a post wave to determine PM's strengths and weaknesses in competitive position once our initiative has been completed. Money previously allocated to base period measurements may be used to take projectability to section level.

Would you be willing to set up/attend a brief meeting with Roy A. to settle final project specs ? Thanks.

From: Whalen, Roy on Mon, Oct 4, 1993 9:09 AM
Subject: FW: POS Audit
To: Schwartz, Andrew

Andrew,

when is the first start date?
Thanks

roy W.

From: Anise, Roy on Mon, Oct 4, 1993 9:06 AM
Subject: POS Audit
To: Whalen, Roy

Please let me know when you plan to conduct the first POS AUDIT, if you haven't already done so. The FSF is beginning the program. Thanks.

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